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USSN: 09/912,079

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This listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS:

Claim 1 (currently amended): A method for tracking usage of a recording medium comprising:

(a) receiving a first indicia corresponding to an identifier of the recording medium upon the recording medium being input into a device, the first indicia being stored in a burst cut area (BCA) of the recording medium;

(b) receiving a second indicia identifying the device;

(c) determining a characteristic of the recording medium based upon the first indicia;

(d) identifying the client device based upon the second indicia; and

(e) storing the characteristic of the recording medium and the identity of the device in a database.

Claim 2 (previously presented): The method as recited in claim 1 wherein the characteristic of the recording medium includes an intended usage.

Claim 3 (previously presented): The method as recited in claim 1 wherein the characteristic of the recording medium includes whether the recording medium is intended for rental or retail sale.

Claim 4 (previously presented): The method as recited in claim 1 further comprising:

(a) utilizing the device to read the identifier; and

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(b) transmitting the first indicia to a server via the internet utilizing a browser embodied on the device.

Claim 5 (previously presented): The method as recited in claim 1 further including determining a manner in which the recording medium is being used by the device based upon the identity and recording medium characteristic.

Claim 6 (previously presented): The method as recited in claim 1 wherein the characteristic of the recording medium includes the characteristic that the recording medium is a retail-sale video, the method further including monitoring the database to determine whether the retail-sale recording medium is being operated on multiple client devices.

Claim 7 (previously presented): The method as recited in claim 1 further including determining a merchant from whom the user obtained the recording medium based upon the identifier.

Claim 8 (previously presented): The method as recited in claim 7 further including:

transmitting a marketing message to the device incenting the user to further patronize the merchant.

Claim 9 (previously presented): The method as recited in claim 7 further including:

selecting from a database of preferred merchants a merchant most suited to the user based upon the merchant identification; and
directing the user to the selected merchant.

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Claim 10 (previously presented): The method as recited in claim 1 further including:

- storing the identifier in a database of other identifiers;
- selecting an identifier at random from the database of identifiers; and
- issuing a prize to a person associated with the randomly selected identifier.

Claim 11 (previously presented): The method as recited in claim 1 further including:

- generating a coupon associated with the identifier of the recording medium;
- determining that the coupon has been redeemed;
- disabling the coupon based upon the determination that the coupon has been redeemed.

Claim 12 (previously presented): The method as recited in claim 1 wherein the determined characteristic of the recording medium is that the recording medium has been rented to a rental client, and further including allowing play only on the identified device.

Claim 13 (previously presented): The method as recited in claim 1 wherein the determined characteristic of the recording medium is that the recording medium has been rented to a client for a predetermined number of plays, the method further comprising:

- (f) monitoring the number of times the recording medium has played; and
- (g) disallowing play of the recording medium after the recording medium has been played the predetermined number of times.

Claim 14 (previously presented): The method as recited in claim 1 wherein the determined characteristic of the recording medium is that the recording

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medium has been stolen, the method further comprising disallowing play of the recording medium based upon the determination that the video has been stolen.